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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 2 of 4

**Complete if Known**

Application Number	10/800,887-Conf. #1929
Filing Date	March 15, 2004
First Named Inventor	Lester K. Chu
Art Unit	3696
Examiner Name	J. A. Anderson
Attorney Docket Number	66703-0016

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T <sup>2</sup>
J.A.	CA**	Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (27 pages)	
	CB**	Tomauiuolo, N.G., et al., "Maximizing Relevant Retrieval," Online, Vol. 22, No. 6, pp. 57-60, November/December 1998.	
	CC**	Dzilna, D., "Publishers Fight Declines in Web Advertising CPMs," Folio: the Magazine for Magazine Management, Vol. 28, No. 3, p. 70, March 1999.	
	CD**	Anon., "Search Tools -- Hotrate Those Replies," Information World Review, March 1, 2000.	
	CE**	Anon., "Google Comes out Ahead," Link-up, vol. 17, No. 5, pp. 1, 12, September/October 2000.	
	CF**	Mahanta, V., et al., "BT Dotcom," Business Today (India), April 7, 2001.	
	CG**	Weidlich, T., "Search Engine Marketing Revving up," Catalog Age, Vol. 19, No. 12, pp. S3, S13, November 2002.	
	CH**	Ojala, M., "Google Views the Present, Future," Information Today, Vol. 20, No. 1, pp. 1, 48+, January 2003.	
	CI**	Schut, J.H., "AutoFact '91: News in CAD/CAM, CIP & Rapid Prototyping," Plastics Technology, Vol. 38, No. 1, p. 21, January 1992.	
J.A.	CJ**	Anon., "Google Launches Self-Service Advertising Program; Google's AdWords Program Offers Every Business a Fully Automated, Comprehensive and Quick Way to Start an Online Advertising Campaign," Business Wire, October 23, 2000.	

Examiner Signature	/John Anderson/	Date Considered	12/17/2009
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<sup>2</sup>Applicant's unique citation designation number (optional). <sup>3</sup>Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO  <h2 style="text-align: center; margin: 0;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2> <p style="text-align: center; margin: 5px 0;"><i>(Use as many sheets as necessary)</i></p>			<b>Complete if Known</b>		
			Application Number	10/800,887-Conf. #1929	
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			First Named Inventor	Lester K. Chu	
			Art Unit	3696	
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			Attorney Docket Number	66703-0016	
Sheet	3	of	4		

NON PATENT LITERATURE DOCUMENTS				
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/J.A./	CK**	Hansell, S., "Clicks for Sale; Paid Placement Is Catching on in Web Searches," New York Times, late Edition, p. 1, column 2, June 4, 2001.		
	CL**	Anon., "Northern Light Teams with Search4Science, University of Pennsylvania," Information Today, Vol. 18, No. 7, p. 24, July/August 2001.		
	CM**	Woods, W., "Internet Update," Newsbytes, January 17, 2002.		
	CN**	Anon., "Google Introduces New Pricing for Popular Self-service Online Advertising Program; Highly Targeted Text-based Ads Complement Google's Objective Search Results," Business Wire, February 20, 2002.		
	CO**	Fleishman, G., "Technology Briefing Internet: Google Ads Ad Options," New York Times, Late Edition, p. 7, col. 5, February 21, 2002.		
	CP**	Rajghatta, C., "US Voices Its Concern over Violence in Gujarat," Times of India, April 17, 2002.		
	CQ**	Anon., "Google Does Well Despite Not Taking Paid Placements," Secured Lender, Vol. 58, No. 2, p. 80, March/April 2002.		
	CR**	Ostrom, M.A., "New Web Portal Has Text-only Ads MyWay Seeks to Lure Visitors from Bolder Sites Such as Yahoo," San Jose Mercury News, Morning Final Edition, page 1C, October 29, 2002.		
V	CS**	Anon., "Advertisers Attack Google over Adwords Enhancement," New Media Age, p. 3, October 16, 2003.		
/J.A.	CT**	"Citysearch.com" (as archived on archive.org)		

  

Examiner Signature	/John Anderson/	Date Considered	12/17/2009
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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>					
Sheet	4	of	4		

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